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PTO/SB/18 (08-00)  
Approved for use through 10/31/2002. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

**DECLARATION FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

☐ Declaration Submitted With Initial Filing  
OR  
☒ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number 717958.6

First Named Inventor Ruttenberg, Mark

**COMPLETE IF KNOWN**

Application Number 10/709,330

Filing Date April 28, 2004

Group Art Unit 3629

Examiner Name Not yet known

**As a below named inventor, I hereby declare that:**

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

METHOD OF PROVIDING AN ELECTRONIC ADVERTISING SERVICE WITH LEASING OF  
ELECTRONIC ADVERTISING DISPLAYS

(Title of the Invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YY)

04/28/04

as United States Application Number or PCT International  
(if applicable).

Application Number

10/709,330

and was amended on (MM/DD/YY)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority	Certified Copy Attached?	
			Not claimed	YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)
60/466,162	04/28/2003

☐ Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

[Page 1 of 2]

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SENT TO: Assistant Commissioner for Patents, Box Design, Washington, DC 20231.

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# DECLARATION — Utility or Design Patent Application

 Direct all correspondence to: ☒ Customer Number  
 or Bar Code Label

27128

OR ☐ Correspondence address below

Name Kevin M. Kercher

Address Blackwell Sanders Peper Martin LLP

Address 720 Olive Street, Suite 2400

City St. Louis

State Missouri

ZIP 63101

Country US

Telephone 314-345-6000

Fax 314-345-6060

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:

☐ A petition has been filed for this unsigned inventor
 Given Name  
 (first and middle (if any)) Mark

 Family Name  
 Or Surname Ruttenberg

 Inventor's  
 Signature

Date 8/31/04

Residence City: Bloomington

State IL

Country US

Citizenship US

Mailing Address 3007 Thornwood Lane

Mailing Address

City Bloomington

State IL

ZIP 61704

Country US

NAME OF SECOND INVENTOR:

☐ A petition has been filed for this unsigned inventor
 Given Name  
 (first and middle (if any))

 Family Name  
 Or Surname

 Inventor's  
 Signature

Date

Residence City:

State

Country

Citizenship

Mailing Address

Mailing Address

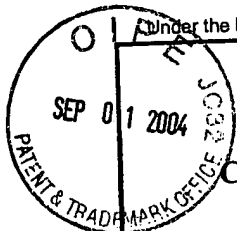
City

State

ZIP

Country

☐ Additional inventors are being named on the \_\_\_ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.



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## POWER OF ATTORNEY and CORRESPONDENCE ADDRESS INDICATION FORM

Application Number	10/709,330
Filing Date	April 28, 2004
First Named Inventor	Ruttenberg, Mark
Group Art Unit	3629
Examiner Name	Not yet known
Attorney Docket Number	717958.6

I hereby appoint:

☒ Practitioners at Customer Number

27128

OR

☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

☒ The address associated with the above-mentioned Customer Number:

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OR

☐ The address associated with Customer Number:

OR

☐ Firm or

Individual Name

Kevin M. Kercher

Blackwell Sanders Peper Martin LLP

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State

Missouri

Zip

63101

Country

United States

Telephone

314-345-6000

Fax

314-345-6060

I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.7.1.

Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

### SIGNATURE of Applicant or Assignee of Record

Name

Mark Ruttenberg

President, Monarch Advertising, Inc.

Signature

*Mark Ruttenberg*

Date

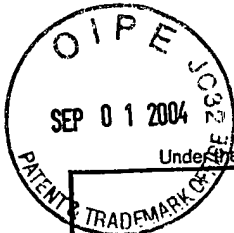
8/31/04

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☒ \*Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in the form, call 1-800-PTO-9199 and select option 2.



**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Ruttenberg, Mark

Application No./Patent No.: 10/709,330 Filed/Issue Date: April 28, 2004

Entitled: METHOD OF PROVIDING AN ELECTRONIC ADVERTISING SERVICE WITH LEASING OF ELECTRONIC ADVERTISING DISPLAYS

Monarch Advertising, Inc., a Illinois Corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or  
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by, percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.  
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.  
3. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ Copies of assignments or other documents in the chain of title are attached.  
[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

8/31/04  
Date

Mark Ruttenberg  
Typed or printed name  
Mark Ruttenberg  
Signature  
President  
Title

## ASSIGNMENT

WHEREAS, Mark Ruttenberg, a resident of Bloomington, Illinois; (hereinafter referred to as "Assignor"), is the inventor of a certain new and useful invention relating to a METHOD OF PROVIDING AN ELECTRONIC ADVERTISING SERVICE WITH LEASING OF ELECTRONIC ADVERTISING DISPLAYS for which application for Letters Patent has been made as U.S. Patent Application No. 60/466,162 that was filed on April 28, 2003, and for which an application for Letters Patent was filed on April 28, 2004 as U.S. Patent 10/709,330 in the United States; and

WHEREAS, Assignor is the owner and in full possession of the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor; and

WHEREAS, Monarch Advertising, Inc., a corporation duly organized under the laws of the State of Illinois, (hereinafter referred to as "Assignee"), having its principal office and place of business at 210 Landmark Dr., Suite C, Normal, Illinois 61761 is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent that may be granted therefor; and

NOW, THEREFORE, for and in consideration of the sum of One Dollar (U.S. \$1.00) and other valuable considerations to Assignor paid by said Assignee, receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto said Assignee, the entire right, title and interest in and to said invention and in and to any and all Letters Patent, both United States and foreign, that may be granted therefor, together with any and all continuations, divisions, or reissues, and Assignor does hereby authorize and request the United States

Commissioner of Patents and Trademarks to issue in accordance with this Assignment any and all Letters Patent that may be granted, either on said application or otherwise for said invention.

This Assignment is effective as of April 28, 2003.

IN WITNESS WHEREOF, Assignor has hereunto set his hand and seal.

Dated:

8/31/04

Mark Ruttenberg  
Mark Ruttenberg

STATE OF Illinois )  
 ) ss.  
COUNTY OF McLean )

On this 31<sup>st</sup> day of August, 2004, before me, the undersigned, a Notary Public within and for the County and State aforesaid, personally appeared Mark Ruttenberg to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed.

In Witness Whereof, I have hereunto attached my hand and notarial seal, at the County and State aforesaid on the day and year last above written.

Regina J. Barlass  
Notary Public

My Commission Expires: 6-12-06

